



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Schedule Dates	10/29/12-11/06/12
Advertiser	Center for Women-Legislative Act Co (74872)
Agency	Mentzer Media Services (1381)
Product	POLITICAL ISSUE (ms) (1187)
Brand	CWA-LEGISLATIVE ACT (492107)
Salesperson	TeleRep/DC, Washington DC (2995)
Sales Office	TeleRep Washington DC
Buyer Name	CLOUD,ELSE
Phone/Fax	(215) 564-1206 / (215) 564-1103
CPE	2118
Account Types	National/Political Issue Agency BRD
Billing Type	Standard
Comments	CWA-LEGISLATIVE ACT

Contract # 1399748

10/29/12-11/06/12

10/24/12

By Broadcast Month

Nov. 2012

Grand Total:

53

\$138,850.00

\$138,850.00

Date Entered	10/24/12	Spots	Rate
Last Modified	10/24/12		
Entered By	Katie Freckleton		
CO-OP	No		
Headline #	06394497		
Demo	A35+		
Order Type	Normal		
Package Deal			
Commission %	15.00		
Commission	\$20,827.50		
Net Total	\$118,022.50		
Sales Tax			

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	10/29/12-11/02/12	1	:30	6A- 8A (MST)	3	X	X	X	X	X			3	\$1,560.00	\$4,680.00	Salt Lake City (KUTV)	NEWS	10/24/12
2.0	Normal Line / SPOT (2)	10/29/12-11/02/12	1	:30	8A- 9A (MST)	5	X	X	X	X	X			5	\$630.00	\$3,150.00	Salt Lake City (KUTV)		10/24/12
3.0	Normal Line / News (3)	10/29/12-11/02/12	1	:30	12P- 1P (MST)	5	X	X	X	X	X			5	\$630.00	\$3,150.00	Salt Lake City (KUTV)	NEWS	10/24/12
4.0	Normal Line / News (4)	10/29/12-11/02/12	1	:30	5P- 5:30P (MST)	1	1	1	1	1				5	\$1,880.00	\$9,400.00	Salt Lake City (KUTV)	NEWS	10/24/12
5.0	Normal Line / News (5)	10/29/12-11/02/12	1	:30	6P- 6:30P (MST)	3	X	X	X	X	X			3	\$2,500.00	\$7,500.00	Salt Lake City (KUTV)	NEWS	10/24/12
6.0	Normal Line / News (6)	10/29/12-11/02/12	1	:30	10P- 10:35P (MST)	1	1	1	1	1				5	\$5,000.00	\$25,000.00	Salt Lake City (KUTV)	NEWS	10/24/12
7.0	Normal Line / SPOT (7)	10/29/12-11/02/12	1	:30	10:35P- 11:38P (MST)	5	X	X	X	X	X			5	\$1,250.00	\$6,250.00	Salt Lake City (KUTV)	LETTERMAN	10/24/12
8.0	Normal Line / Prime (8)	10/30/12-11/03/12	1	:30	6:57-7:26P CBS-NCIS	1								1	\$7,500.00	\$7,500.00	Salt Lake City (KUTV)	NCIS	10/24/12
9.0	Normal Line / Prime (9)	10/30/12-11/03/12	1	:30	8P- CBS-NCIS: Los Angeles (Tuesday)									1	\$6,250.00	\$6,250.00	Salt Lake City (KUTV)	NCIS LA	10/24/12
10.0	Normal Line / Prime (10)	10/31/12-11/03/12	1	:30	9P- CBS-CSI Crime Scene Investigation (Wednesday)									1	\$7,500.00	\$7,500.00	Salt Lake City (KUTV)	CSI	10/24/12
11.0	Normal Line / Prime (11)	11/01/12-11/03/12	1	:30	8P- CBS-Person of Interest (Thursday)									1	\$6,250.00	\$6,250.00	Salt Lake City (KUTV)	PERSON OF INTEREST	10/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Holly Freckleton 10/25/12



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Contract # 1399748

Schedule Dates

10/29/12-11/06/12

Center for Women-Legislative Act Co (74872)

Mentzer Media Services (1381)

POLITICAL ISSUE (ns) (1187)

CWA-LEGISLATIVE ACT (483107)

TeleRep/DC, Washington DC (2995)

TeleRep Washington DC

CLOYD,ELISE

(215) 564-1206 / (215) 564-1103

2118

National/Political Issue Agency/BRD

Standard

CWA-LEGISLATIVE ACT

Date Entered 10/24/12

Last Modified 10/24/12

Entered By Katie Freckleton

No

CO-OP

Headline # 06394497

Demo A35+

Order Type Normal

Package Deal

Commission % 15.00

Commission \$20,827.50

Net Total \$118,022.50

Sale+Tax

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Sales Office	Buyer Name	CLOYD,ELISE
Phone/Fax	Phone/Fax	(215) 564-1206 / (215) 564-1103
CPE	CPE	2118
Account Types	Billing Type	National/Political Issue Agency/BRD
Comments	Billing Type	Standard
	Comments	CWA-LEGISLATIVE ACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW/Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Prime (12)	11/01/12-11/01/12	1	:30	7:59p- CBS-Elementary (Thursday)						1		1	\$7,500.00	\$7,500.00	Salt Lake City (KUTV)	ELEMENTARY	10/24/12
13.0	Normal Line / Prime (13)	11/02/12-11/02/12	1	:30	7:59p-30p- CBS-CSI New York (Friday)						1		1	\$3,750.00	\$3,750.00	Salt Lake City (KUTV)	CSI NY	10/24/12
14.0	Normal Line / Prime (14)	11/02/12-11/02/12	1	:30	9p- CBS-Blue Bloods (Friday)						1		1	\$3,130.00	\$3,130.00	Salt Lake City (KUTV)	BLUE BLOODS	10/24/12
15.0	Normal Line / News (15)	11/03/12-11/03/12	1	:30	5p- 6p (MST) (Sundays)						1		1	\$940.00	\$940.00	Salt Lake City (KUTV)	NEWS	10/24/12
16.0	Normal Line / News (16)	11/03/12-11/03/12	1	:30	10p- 10:35P (MST) (Sundays)						1		1	\$3,130.00	\$3,130.00	Salt Lake City (KUTV)	NEWS	10/24/12
17.0	Normal Line / Prime (17)	11/04/12-11/04/12	1	:30	8p- CBS-The Good Wife (Sunday)						1		1	\$6,250.00	\$6,250.00	Salt Lake City (KUTV)	GOOD WIFE	10/24/12
18.0	Normal Line / News (18)	11/04/12-11/04/12	1	:30	10p- 10:35P (MST) (Sundays)						1		1	\$5,000.00	\$5,000.00	Salt Lake City (KUTV)	NEWS	10/24/12
19.0	Normal Line / News (19)	11/05/12-11/06/12	1	:30	6a- 8a (MST) (Sundays)						2		2	\$1,560.00	\$3,120.00	Salt Lake City (KUTV)	NEWS	10/24/12
20.0	Normal Line / SPOT (20)	11/05/12-11/06/12	1	:30	8a- 9a (MST) (Sundays)						2		2	\$630.00	\$1,260.00	Salt Lake City (KUTV)	SPOT	10/24/12
21.0	Normal Line / News (21)	11/05/12-11/06/12	1	:30	12p- 1P (MST) (Sundays)						2		2	\$630.00	\$1,260.00	Salt Lake City (KUTV)	NEWS	10/24/12
22.0	Normal Line / News (22)	11/05/12-11/06/12	1	:30	5p- 5:30P (MST) (Sundays)						1		1	\$1,880.00	\$1,880.00	Salt Lake City (KUTV)	NEWS	10/24/12
23.0	Normal Line / News (23)	11/05/12-11/06/12	1	:30	6p- 6:30P (MST) (Sundays)						1		1	\$2,500.00	\$2,500.00	Salt Lake City (KUTV)	NEWS	10/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Ste 150
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Menzter Media Services
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No

CO-OP

Headline # 06394497

Demo A35+

Order Type Normal

Package Deal

Commission % 15.00

Commission \$20,827.50

Net Total \$118,022.50

Sales Tax

By Broadcast Month

Spots

Rate

Schedule Dates	Center for Women-Legislative Act Co (74872)	Spots	Rate
10/29/12-11/06/12	\$138,850.00	53	\$138,850.00

Grand Total:

53

Advertiser	Agency	Product	Brand	Salesperson	Sales Office	Buyer Name	Phone/Fax	CPE	Account Types	Billing Type	Comments
Menzter Media Services 600 Fairmount Ave Ste 306 Towson, MD 21286	POLITICAL ISSUE (ns) (1187) CWA-LEGISLATIVE ACT (482107)	TeleRep/DC, Washington DC (2995)	TeleRep Washington DC	CLOYD,ELISE (215) 564-1206 / (215) 564-1103 2118	National/Political Issue Agency BRD	Standard	CWA-LEGISLATIVE ACT				

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

REP HEADLINE# 6394497
*** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206 FAX# 215 564 110;
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT 24 / 12 11 . 19
* * * KUTV-TV * * *

ADV # _____ ADV. NAME ISS/CWA-LEGISLATIVE ACT CO
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC.

REF. # _____ OFF. # _____ SALESMAN # QIN
BUYER NAME ELISE CLOYD
SALES PRSN WA- CHERYL BLAIR

1399748

ORDER # W-1000 CONTRACT # 6394497

FORWARDED TO STATIONARY ACT FST#22118 COMMENTS: (LINE, ORDER, INVOICE)

FRDCI-UWA-DEPARTMENT OF INFORMATION TECHNOLOGY

FLIGHT DATES OCT 29/12 NOV 6/12 WK--

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

DATE OCT 24 / 12 11 - 19

CITY TAX _____ STATE TAX _____ CO-OP

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P:
TO SHANNON
FR LINDSEY FOR CHERYL

NEW ORDER
TTLS \$138, 850
PLEASE CONFIRM, THANKS!

CON CM

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILABLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

#1014505

AGENCY ADVERTISER CODE = AGENCY EST# = 2118

AGENCY PRODUCT CODE =

600A-800A 30 ✓ \$1,560.00 10/

NEW YORK

~~X~~
PROGRAM : CBS THIS AM
800A-900A

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!! OCT24/12 11.19
ORDER WORKSHEET HARRIS REPORT FROM REP *** KUTV-TV ***
*** ORIGINAL REV#0 ***

REP HEADLINE# 6394497
*** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206 CREDIT RISK ! ! !
CREDIT ADVISORY: AGENCY HARRIS REPORT FROM REP FAX# 215 564 1103
ORDER WORKSHEET OCT24/12 11.19
***** KUTV-TV ***

LINE#:	REP	CD:	TIME	PERIOD	: LGTH :	SEC :	RATE	: START :	END :	SPTS:	WEEK :	DAYS	: TOTAL:	: SPTS:
16	X		500P-600P		30	✓	\$940.00	11/3	11/3	1	SAT	SAT	1	
	PROGRAM	:	2 NEWS											
16	X		1000P-1035P		30	✓	\$3,130.00	11/3	11/3	1	SAT	SAT	1	
	PROGRAM	:	NEWS											
17	X		800P-900P		30	✓	\$6,250.00	11/4	11/4	1	SUN	SUN	1	
	PROGRAM	:	GOOD WIFE											
18	X		1000P-1035P		30	✓	\$5,000.00	11/4	11/4	1	SUN	SUN	1	
	PROGRAM	:	KUTV NEWS											
19	X		600A-800A		30	✓	\$1,560.00	11/5	11/5	2	M-TU	M-TU	2	
	PROGRAM	:	NEWS											
20	X		800A-900A		30	✓	\$630.00	11/5	11/6	2	M-TU	M-TU	2	
	PROGRAM	:	CBS THIS AM											
21	X		1200N-1100P		30	✓	\$630.00	11/5	11/6	2	M-TU	M-TU	2	
	PROGRAM	:	NOON NEWS											
22	X		500P-530P		30	✓	\$1,880.00	11/5	11/6	1	M-TU	M-TU	1	
	PROGRAM	:	NEWS											
23	X		600P-630P		30	✓	\$2,500.00	11/5	11/6	1	M-TU	M-TU	1	
	PROGRAM	:	NEWS											
24	X		1000P-1035P		30	✓	\$5,000.00	11/5	11/6	1	M-TU	M-TU	1	
	PROGRAM	:	LETTERMAN											
25	X		1035P-1138P		30	✓	\$1,250.00	11/5	11/6	1	M-TU	M-TU	1	
	PROGRAM	:	LETTERMAN											
	PROGRAM	:	HAWAII 5-0		30	✓	\$6,250.00	11/5	11/5	1	MON	MON	1	

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 11.19
***** KITTY-TV *****

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:LINE# :REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS :TOTL:
:LINE# : : : : : : : : DATE : DATE : /WK: INVT : :SPTS:
: NOV/12 138850.00

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MARKET TOTALS \$315,568 KUTV 44% KTIVX 12% KSL 21% KSTU 15% KUCW 0% KJZZ 8% KCSCG 0%

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Lauren Schumacher
do hereby request station time concerning the following issue:

Concerned Women for America Legislative Action Committee
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

Total Charges:	\$	GROSS
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This broadcast time will be used by: Concerned Women for America Legislative Action Committee

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Concerned Women for America
Legislative Action Committee

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/18/11
Date

Lee K. Johnson
Signature

202-488-7000
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

Concerned Women for America
Legislative Action Committee

1015 Fifteenth Street, N.W., Suite 1100
Washington, D.C. 20005

(202)-488-7000

Penny Nance, Chief Executive Officer
Lee LaHaye, Chief Financial Officer
Betty Lou Martin, Treasurer



Client Information Request Form
Issue

Advertiser Group Name: Concerned Women for America
Legislative Action Committee

Address: 1015 15th St., N.W., Suite 1100

City, State & Zip Code: Washington, D.C. 20005

Phone: 202-488-7000

Fax: 202-488-0806

Executive Director or President Penny Nance

Group Treasurer Betty Lou Martin